LEO BURNETT U.S.A.

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Ms. Shelby Town-Rafferty
PHILIP MORRIS U.S.A.
120 Park Avenue
New York, NY 10017

August 18, 1995

RE: Parliament Direct #5 Preliminary Counts

Dear Shelby:

This provides preliminary counts for the Parliament 1995 Direct #5 mailing.

Background
Direct #5, which will drop in early October, is the fifth of five planned Parliament defensive mailings for 1995. Included in the mailing will be a single $1 off a carton or 4 packs coupon, an order form for the Parliament Expresso Collection, and a survey.

Preliminary Counts
Direct #5 will be mailed to Parliament plus approximately 25,000 competitive smokers.

A count of available, qualified, and "responsive" Parliament smokers eligible to receive Parliament Direct #5 totals 198,534. Note that this count suppresses smokers residing in the state of Kansas from receiving the mailing since they are not allowed to receive multiple premium offers. Despite the suppression, this count is higher than the audience count for direct #4 by 5,137 smokers (2.7%) due to brand in-switching. A summary of counts by cell are attached.

For the Offensive portion of the mailing there are approximately 39,000 available, qualified, non-PM and non-Kansas smokers to choose from. To arrive at this number, restricted counts were executed starting with the most recent 1995 Parliament competitive program and ending with the first retail program of 1994. Counts from the 1995 Multibrand promotion and 1994 Multibrand Direct were also included. A summary of counts by program is attached.

Next Steps
Assuming that the mail date is October 2, the pull should be scheduled next week (w/o 8/21). If needed additional counts can be submitted early next week. If the pull is scheduled on Wednesday, tapes will arrive at the laser vendor by Monday, August 28.

Please call at your convenience to discuss.

Sincerely,
LEO BURNETT U.S.A.

Thomas F. Claggett

cc: J. DeCastro - PM/NY, E. Licht, L Kimmel - K&D
M. Larson - LBCo.

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Source: https://www.industrydocuments.ucsf.edu/docs/zyfm0004

Parliament Direct #5 Preliminary Counts

DEFENSIVE

Description	Direct #4 Count	Direct #5 Count	Change	Percent Change
DM #1 Sextile 1	25,315	24,489	-826	-3.3%
DM #1 Sextile 2	25,485	24,636	-849	-3.3%
DM #1 Sextile 3	25,894	25,054	-840	-3.2%
DM #1 Sextile 4	26,491	25,796	-695	-2.6%
DM #1 Sextile 5	26,707	25,777	-930	-3.5%
DM #1 Sextile 6	27,258	26,338	-920	-3.4%
Non Resp Resp '94	2,428	4,446	+2,018	83.1%
Non Resp Resp '93	5,377	6,194	+817	15.2%
New Parl Smkrs	28,442	35,804	+7,362	25.9%
Total Direct	193,397	198,534	+5,137	2.7%
Non-Responders	57,392	56,566	-826	-1.4%
Total Parliament	250,789	255,100	+4,311	1.7%

OFFENSIVE

Parliament Program	Comp. Responders	Non-PM Responders
Direct #2 Offensive	26,078	18,469
March Lighter Prom	2,036	979
Apr. Ice Crm Prom	760	478
Direct #1 Offensive	7,592	5,099
'95 Multbrd Pk Prom	66	20
'95 Multbrd Ctn Prom	11	3
'94 Multbrd Direct	4,818	1,853
'94 Sept Coffee Mug Prom	750	336
'94 Jul Umbrella Prom	1,880	739
'94 Mar Lighter Prom	19,979	11,099
Total Comp Responders	63,970	39,075

225,000

26,466

Direct

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